

a database, accessible by the device, that provides results responsive to the request;

a rule processor that modifies at least one entry in the results to reflect a more competitive position when compared to another entry in the results; and

a display device that displays the results to a consumer after the rule processor modifies the at least one entry.

59. (New) A method for providing information, comprising:

receiving a request for information associated with an item;

obtaining results from at least one server responsive to the request;

modifying at least one entry in the results to reflect a more competitive position when compared to other entries in the results; and

providing the results to a consumer after the at least one entry is modified.

60. (New) The method of claim 59, wherein modifying the at least one entry includes providing the at least one entry at cost to reflect the more competitive position.

61. (New) The method of claim 59, wherein modifying the at least one entry further comprises sharing revenue derived from a sale of the at least one entry between an agent and a supplier of the item.

62. (New) The method of claim 59, wherein modifying the at least one entry includes providing the more competitive position for the at least one entry in exchange for a non-monetary incentive.

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63. (New) The method of claim 59, wherein modifying the at least one entry includes applying a set of supplier rules to the at least one entry to determine a price associated with the at least one entry.

64. (New) The method of claim 63, wherein applying the set of supplier rules includes increasing the price associated with the at least one entry to match at least one of the other entries in the results.

65. (New) The method of claim 63, wherein applying the set of supplier rules includes providing the more competitive position, while maintaining a minimum price for the at least one entry.

66. (New) The method of claim 63, wherein applying the set of supplier rules includes providing the more competitive position, while maintaining a premium value above at least one of the other entries in the results.

67. (New) The method of claim 59, wherein modifying the at least one entry includes using one of real time, recently stored, and batched information.

68. (New) The method of claim 59, wherein modifying the at least one entry includes combining a price and a non-monetary incentive to produce the more competitive position.

69. (New) The method of claim 59, wherein modifying the at least one entry includes increasing the price, decreasing the price, and modifying the price, based on a level of service provided.

70. (New) The method of claim 59, wherein modifying the at least one entry includes changing the availability of a class fare to produce the more competitive position.

71. (New) The method of claim 59, wherein modifying the at least one entry includes marking up the at least one entry above a supplier provided price and sharing the revenue derived from the at least one entry between the supplier and an agent, which provided the at least one entry to the consumer.

72. (New) The method of claim 71, wherein marking up the at least one entry includes negotiating a price between the supplier and agent and marking up the price by using one of a percentage or an amount for the agent to derive revenue from the at least one entry.

73. (New) The method of claim 71, wherein marking up the at least one entry above the supplier provided price includes marking up the supplier provided price to be one of equal and less than other entries in the results.

74. (New) A network node that provides information, comprising:
means for receiving a request for information associated with an item;
means for providing results responsive to the request;
means for modifying at least one entry in the results to reflect a more competitive position when compared to other entries in the results; and

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means for displaying the results to a consumer after the at least one entry is modified.

75. (New) The network node of claim 74, wherein the means for modifying the at least one entry modifies the at least one entry by providing the at least one entry at cost to reflect the more competitive position.

76. (New) The network node of claim 74, wherein the means for modifying the at least one entry shares revenue between an agent and a supplier of the item.

77. (New) The network node of claim 74, wherein the means for modifying the at least one entry provides the more competitive position in exchange for a non-monetary incentive.

78. (New) The network node of claim 74, wherein the means for modifying the at least one entry applies a set of supplier rules to the at least one entry to determine a price associated with the at least one entry.

79. (New) The network node of claim 78, wherein the set of supplier rules applied include rules for increasing the price associated with the at least one entry to match at least one of the other entries in the results.

80. (New) The network node of claim 78, wherein the set of supplier rules include rules for providing the more competitive position, while maintaining a minimum price for the at least one entry.

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81. (New) The network node of claim 78, wherein the set of supplier rules include rules for providing the more competitive position, while maintaining a premium value above at least one of the other entries in the results.

82. (New) The network node of claim 74, wherein the means for modifying the at least one entry modifies the at least one entry by using one of real time, recently stored, and batched information.

83. (New) The network node of claim 74, wherein the means for modifying the at least one entry modifies the at least one entry by combining a price and a non-monetary incentive to produce the more competitive position.

84. (New) The network node of claim 74, wherein the means for modifying the at least one entry modifies the at least one entry by using one of increasing the price, decreasing the price, and modifying the price, based on a level of service provided.

85. (New) The network node of claim 74, wherein the means for modifying the at least one entry modifies the at least one entry by changing the availability of a class fare to produce the more competitive position.

86. (New) The network node of claim 74, wherein the means for modifying the at least one entry marks up the at least one entry above a supplier provided price and shares the revenue derived from the at least one entry between the supplier and an agent, which provided the at least one entry to the consumer.

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